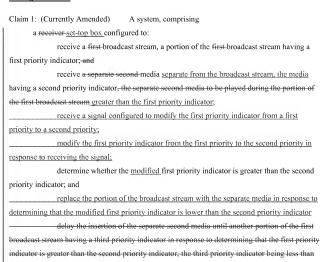
the second priority indicator.

Listing of Claims:



Claim 2: (Previously Presented) The system of Claim 1 wherein the first and second priority indicators comprise at least one of a number, a letter, and a symbol.

Claim 3: (Currently Amended) The system of Claim 1 wherein the separate second-media and the first-broadcast stream are the same media.

Claim 4: (Currently Amended) The system of Claim 1 wherein the separate second-media and the first-broadcast stream are different media.

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Claim 5: (Currently Amended) The system of Claim 1 wherein an event triggers an insertion of the separate second-media into the first-broadcast stream.

Claim 6: (Previously Presented) The system of Claim 5 wherein the event includes an arrival of an e-mail message.

Claim 7: (Currently Amended) The system of Claim 1 wherein a-the signal configured to change the first priority indicator is programmed by a time mark, the time mark synchronizing the second media insertion with the first broadcast stream.

Claim 8: (Currently Amended) The system of Claim 1 further wherein one or more additional priority indicators are associated with the first-broadcast stream using at least one of a pilot tone and a watermark.

Claim 9: (Previously Presented) The system of Claim 1 wherein the first and second priority indicators are user specified.

Claim 10: (Currently Amended) The system of Claim 1 wherein the receiver set-top box is part of a television system or radio system.

Claim 11: (Currently Amended) A method of inserting media into a broadcast stream, the method comprising:

receiving, at a set-top box, a first broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the first broadcast stream;

receiving, at the set-top box, a separate second media separate from the broadcast stream and having a second priority indicator lower than the first priority indicator, the separate second media configured for insertion into the first broadcast stream during the first portion of the first broadcast stream;

receiving, at the set-top box, a signal configured to modify the first priority indicator from a first priority to a second priority;

modifying, at the set-top box, the first priority indicator from a first priority to a second priority in response to receiving the signal;

determining, at the set-top box, whether the <u>modified</u> first priority indicator is greater than the second priority indicator; and

in response to determining that the <u>modified</u> first priority indicator is <u>greater-lower</u> than the second priority indicator, delaying the insertion of inserting the separate second-media into the first-broadcast stream.

Claim 12: (Previously Presented) The method of Claim 11 wherein the first and second priority indicators comprise at least one of a number, letter and symbol.

Claim 13: (Currently Amended) The method of Claim 11 wherein the separate second media and the first-broadcast stream are the same media.

Claim 14: (Currently Amended) The method of Claim 11 wherein the separate seeond media and the first-broadcast stream are different media.

Claim 15: (Currently Amended) The method of Claim 11 wherein an event triggers an insertion of the separate second-media into the first-broadcast stream.

Claim 16: (Previously Presented) The method of Claim 15 wherein the event includes an arrival of an e-mail message.

Claim 17: (Currently Amended) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the first-broadcast stream, wherein the plurality of priority indicators are embedded into the first-broadcast stream using at least one of a pilot tone and a watermark.

Claim 18: (Currently Amended) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the first-broadcast stream based on a geographic area.

Claim 19: (Currently Amended) The method of Claim 11 wherein a the signal configured to change the first priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the second separate media insertion with the first-broadcast stream.

Claims 20-25: (Cancelled).

Claim 26: (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for inserting media into a broadcast stream, the method comprising:

receiving a first-broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the first-broadcast stream;

receiving a separate second-media having a second priority indicator <u>lower than the first</u>
<u>priority indicator</u>, the separate second media configured for insertion into the first broadcast
stream during the first portion of the first broadcast stream;

receiving a signal to modify the first priority indicator from a first priority to a second priority;

modifying the first priority indicator from the first priority to the second priority in response to receiving the signal;

determining whether the <u>modified</u> first priority indicator is greater than the second priority indicator; and

in response to determining that the <u>modified</u> first priority indicator is <u>greater-lower</u> than the second priority indicator, <u>delaying the insertion of inserting</u> the separate <u>second-media</u> into the <u>first-broadcast</u> stream.

Claim 27: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the first and second priority indicators comprise at least one of a number, a letter and a symbol.

Claim 28: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the separate second-media and the first-broadcast stream are the same media.

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Claim 29: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the separate second-media and the #rsst-broadcast stream are different media.

Claim 30: (Currently Amended) The machine-readable storage medium of Claim 26 wherein an event triggers an insertion of the second separate media into the broadcast stream.

Claim 31: (Previously Presented) The machine-readable storage medium of Claim 30 wherein the event includes an arrival of an e-mail message.

Claim 32: (Currently Amended) The machine-readable storage medium of Claim 26 wherein a plurality of additional priority indicators are each associated with a different portion of the first-broadcast stream, the plurality of additional priority indicators embedded into the first broadcast stream using a pilot tone or watermark.

Claim 33: (Currently Amended) The machine-readable storage medium of Claim 26 wherein a plurality of additional priority indicators are each associated with a different portion of the first-broadcast stream based on a subdivision or geographic area, the plurality of additional priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

Claim 34: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the priority indicators are <u>user</u> assigned to the second separate media by a local user of the system.

Claim 35: (Canceled).

Claim 36: (Cancelled).

Claim 37: (New) The system of claim 1, wherein the signal is programmed by a time mark.

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Claim 38: (New) The system of claim 1, wherein the set-top box is further configured to: determine that the first priority indicator is greater than the second priority indicator prior to receiving the signal; and

delaying the insertion of the separate media into the broadcast stream until the first priority indicator is modified.